

Minutes

NOVEMBER 1, 2007 ARTS COMMISSION MEETING

MOUNT BAKER THEATRE - BELLINGHAM, WASHINGTON

COMMISSIONERS PRESENT

Jean Mandeberg, Chair
Leann Johnson, First Vice Chair
Monte Bridges
David Brown
Kent Carlson (via phone)
Cindy Hill Finnie
Maureen Greeley
Sen. Jim Honeyford
Kate Jones
Rep. Lynn Kessler
Sen. Jeanne Kohl-Welles
Mary Ann McCurdy
Bill McKay
Lanie McMullin
Joan Penney
Rosita Romero
Brom Wikstrom
Shauna Woods

COMMISSIONERS ABSENT

Chris Bruce
Noël Moxley
Rep. Mary Skinner
Steve Sneed

STAFF PRESENT

Kris Tucker, Executive Director
Kristine Bartruff
Bitsy Bidwell
Mark Gerth
Lisa Jaret
Willie Smyth
Alice Taylor
Mayumi Tsutakawa

GUESTS

Steve Larian, Prosperity Partnership
Jim Kelly, 4Culture
Brad Burdick, Mount Baker Theatre
Mary Langholz, WSAA
Jerri Honeyford, Maryhill Museum
Rebecca Hutchins, Allied Arts of Whatcom Co.
Amy Schilder, Allied Arts of Whatcom Co.
Chris Brewer, Allied Arts Education Project
Jennifer Love, WWU
Carey Morris, Hughes & Associates
Andrea Peterson, Teacher of the Year
Kjristine Lund, Lund Consulting
Dennis Sellin, Lund Consulting

CALL TO ORDER

Chair Mandeberg called the meeting to order on November 1, 2007 at 9:02 am at the Encore Room of the Mount Baker Theatre in Bellingham.

WELCOME

Brad Burdick, Executive Director of the Mount Baker Theatre, welcomed the commission. He said the Mount Baker is part of a major joint redevelopment project to create an arts district in downtown Bellingham. Mandeberg welcomed two new commissioners, Senator Jim Honeyford of the 15th District (Sunnyside), and D. David Brown, Executive Director of Pacific Northwest Ballet (Seattle). She also welcomed the new director of Washington State Arts Alliance, Mary Langholz, and staff from Allied Arts of Whatcom County.

APPROVE AGENDA

A MOTION to approve the agenda was made by Commissioner Leann Johnson. It was seconded by Kessler and passed unanimously.

ARTS EDUCATION – GUEST SPEAKER

Lisa Jaret, WSAC Arts Education Program Manager, gave a brief overview of WSAC's Community Consortia grants as supporting sustainable, long-term arts education partnerships of schools and community groups. Jaret introduced Andrea Peterson, an elementary music teacher from Granite Falls, WA who was named national Teacher of the Year. Peterson spoke of the power of the arts, its ability to develop 21st Century skills (like cooperation, teamwork and creativity), and the need for community involvement in education. Commissioner Penney asked if Washington's mandate for arts testing is a valid tool, if it is enough, or if there is something else WSAC should seek statewide. Peterson said WASL testing in the arts is on the right track, and yes, a mandate is needed because without it there are some teachers who would not teach the arts.

CHAIR'S REPORT

Mandeberg reported that the Interim Committee met by conference call on September 19, and in person on October 12. She updated the commission on her work, her regular meetings with Kris Tucker, and the updated Commissioner Toolkit information.

DIRECTOR'S REPORT

Tucker thanked the commissioners who participated in the Creativity Matters summit in Tacoma, focusing on the need for a statewide commitment to teaching creativity in schools. She reported that applications have been received from fourteen poets interested in being named the State's Poet Laureate. An eight-member committee will review the applications and make a recommendation. There will also be a panel review of nominations for the Governor's Arts and Heritage Awards (GAHA). The Governor's announcement for both will occur before the next regular WSAC meeting; therefore, it will be necessary to convene a Special Meeting, a telephone conference call, for the limited purpose of considering the GAHA and Poet Laureate recommen-

dations. This is a correction to the procedure described on pages 2-3 of the packet. A quorum (12) is needed for action by the commission.

Tucker mentioned there would be two presentations later in the meeting, one on 4Culture's request before the 2008 legislature to expand their designation to receive hotel-motel tax funds, followed by an update on the cultural taxing district proposal which will not go before the legislature until 2009. WESTAF (Western Arts Federation) and WSAC will convene a regional forum to explore the impact of cultural taxing districts. The forum will bring together people who have studied cultural taxing districts, studied tax policy and who have experience in working with cultural taxing districts. This will help us better understand how they benefit the state as a whole, and also to inform state arts agencies about how these can relate to our work in the state more broadly.

Tucker referred to the temporary Conflict of Interest policy that was approved by the Commission in August. The February meeting will include a briefing by our Assistant Attorney General to discuss what this means for our meeting structure.

Two budget reports were sent to commissioners last week: 2005-2007 Final Report, and FY2008 First Quarter Report. Since the commissioners' responsibility is to approve the annual budget of the commission, these reports are informational and helpful for understanding the work of the commission. Commissioners asked for a line item that identifies the amount in Savings Incentive Funds. The First Quarter Report shows new lines for funding for Cooperative Partnership with ArtsEd WA, Folk Arts Infrastructure, Accessibility, and Poet Laureate. A correction will be made on the line for expenses for Agency Administration. The legislature provided \$30,000 for the biennium for Poet Laureate; \$16,500 for the first year allows extra for the selection process. The poet will be paid \$10,000 per year and other funds will support program costs and travel. In May WSAC approves the budget for the next fiscal year.

Tucker referred to a handout, WSAC's Current Strategic Plan, which gives a summary of activity to date on the current strategic plan, and will be part of the facilitated discussion in the afternoon the begins developing a new strategic plan. The year 2011 will mark the 50th anniversary of the Arts Commission's establishment by Governor Rosellini, and Tucker challenged commissioners to think ambitiously about the kind of agency we want to be after fifty years. Tucker shared an email describing the value of participating in a workshop of community museums in Oaxaca, Mexico with some funding support from WSAC.

2008 MEETING SCHEDULE

Mandeberg announced the anticipated schedule of WSAC meetings for 2008 as follows:

Wednesday, February 20, 9:00-5:00, in Olympia (Arts Day at the legislature is February 19)

Tuesday, May 13, 9:00-5:00, in Vancouver

Tuesday, August 5, Noon to Wednesday, August 6, 12:30, in Twisp

Thursday, November 6, 9:00-5:00, in Everett

APPROVE CONSENT AGENDA

Mandeberg asked for Commissioners to identify conflict of interest with items on the Consent Agenda. None were identified. Consent Agenda items are: minutes of July/August meeting;

Professional Development Assistance Program (PDAP) grants; and American Masterpieces Performance Initiative grants.

A MOTION to approve the entire Consent Agenda was made by Commissioner Woods. It was seconded by Bridges and carried unanimously.

PDAP grants are relatively small and the application process is much simpler than those in the Grants to Organizations Program. It was noted that all PDAP funds for this fiscal year have been expended, except those designated for Cultural Congress registrations in April. A spelling correction on page 23 was identified; the Sequim organization is Olympic Theatre Arts.

PRESENTATION ON KING COUNTY HOTEL-MOTEL TAX EXTENSION PROPOSAL

Jim Kelly, Executive Director of 4Culture, King County's cultural services agency, reported that their lodging tax funding is scheduled to cease in 2012. This is the largest source of revenue for programs in Arts, Heritage, Preservation and Public Art. King County will be seeking legislation in the 2008 session to restore hotel-motel tax funds to 4Culture in 2020, when bonds for Qwest Field are paid. 4Culture also will request a change in law to allow use of its endowment fund as a bridge fund to continue program support for the years 2013-2020. Kessler expressed concern about spending the endowment fund. Commissioners discussed perceived conflicts or confusion between this proposal and that of Prosperity Partnership, and asked for help understanding their role in discussing the issues with legislators, and suggested coordinating messages for the two proposals.

PRESENTATION ON CULTURAL IMPROVEMENT DISTRICT/CULTURAL ACCESS FUND PROPOSAL

Steve Lerian, represented the Prosperity Partnership's cultural task force. He explained the Prosperity Partnership is a coalition of 240 business, government and community organizations in King, Pierce, Kitsap and Snohomish counties. It is seeking to authorize the formation of districts to provide dedicated funding through a voter-approved state sales tax increase. The effort is now called "Cultural Access Fund – Arts to Zoos." The year 2008 will be used to develop the proposal and build support, with a planned request for the 2009 legislative session.

Woods asked about the administrative burden on small organizations. Commissioners expressed concern about the public appetite for increasing sales tax. Brown said the funding provided through the proposed fund would allow organizations like Pacific Northwest Ballet to increase access and outreach.

ADVOCACY

Commissioner Maureen Greeley provided a handout summarizing the work of the Advocacy committee, which consists of herself, Kent Carlson, Mary Skinner, and Lanie McMullin. She said WSAC is still defining advocacy roles, and commissioners must be knowledgeable about our strategic plan and other arts initiatives. Greeley noted successes in the 2007 legislative session even though the budget request for increased grants funds was not approved.

Tucker updated the commission about the Arts Education Lottery Bill, an effort that began a year ago and has continued to gain momentum. Senator McAuliffe, chair of the Education Committee, plans to introduce legislation in 2008 to redirect lottery funds to arts education once the sports stadiums are paid off. The legislation would form a project account to be distributed by WSAC and OSPI statewide K-12 initiatives.

Greeley said the Advocacy Committee will have regular in-person or telephone meetings to improve communication with commissioners and staff between the quarterly WSAC meetings. She noted that there is a legislative commissioner on each team to provide insight and expertise as commissioners prepare to meet their own legislators. Also, as the Arts Alliance prepares for Arts Day on February 19, there will be communication with or representation by someone from the WSAC Advocacy Committee. The Advocacy Committee now has a better structure to be more effective.

Mandeberg summarized that there are two immediate issues: 1) before December 1, commissioners should have the meetings with legislators assigned at the summer meeting, and 2) team leaders will provide updates about Arts Day participation.

Discussion followed. Senator Kohl-Welles suggested that prior to each WSAC meeting, local legislators from that district might be notified and invited to come. A commissioner asked if there would be support materials provided to leave during legislator visits. Tucker noted a folder provided at the August meeting with a sampling of materials from which to choose the best for a particular visit. Senator Honeyford advised to leave only a single page with bullet points, otherwise the chance of it being read is minimal. Tucker also referred to the stories enclosed in the folders, and the value of relating a story of the legislator's own district or an issue of interest. Posters from arts organizations or art on loan can decorate a legislator's office. Greeley suggested inviting legislators to attend an arts event, and said the Advocacy Committee will try to provide information about opportunities.

STRATEGIC PLANNING

Kristine Lund and Dennis Sellin of Lund Consulting, distributed a flyer identifying five phases of WSAC's strategic planning:

Phase One, Oct 15-Nov 15, 2007: Identify goals, determine research needs

Phase Two, Nov. 16, 2007-Jan. 30, 2008: Conduct research and write report

Phase Three, Jan 31-Feb. 20, 2008: Findings and principles for recommendations

Phase Four, Feb. 21-April 22, 2008: Recommendations

Phase Five, April 23-May 13, 2008: Write final report and communications tools

Tucker provided a handout on "WSAC's Current Strategic Plan, Update on WSAC's Four Goals," to explain the status of implementing the strategic plan that was submitted to the Governor in June 2006. The Commission is now preparing the plan that will be submitted to the Governor in June 2008. She added that the Interim Committee has discussed advocacy as a

thread through the entire plan that we are developing now. What are the advocacy needs for any of the work that we do, and how do we best articulate the needs of the state and then pursue those in terms of an advocacy agenda?

Lund noted that the current plan was just implemented since July 1, 2007, so there is not a lot of experience yet to determine if the plan is getting us where we want to go. She then made group assignments and defined the two mini-sessions for discussions by the three groups. A commissioner in each group recorded discussion points and made a summary report to the entire group. Each group discussed the three questions listed on the fold-out: 1) relevance of what you do, 2) how you define success (assuming unrestricted funding), and 3) data/research needed.

See Work Session Notes attached as part of the official minutes.

Mandeberg reminded the Commission of the November 26, 2007 special meeting, Arts Day on February 19, 2008 and the next Commission meeting on February 20, 2008 in Olympia.

The meeting was adjourned at 4:00 p.m.